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The Maryland Fruit Grower

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Edited by the Secretary, A. F. Vierheller, Extension Horticulturist

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FRUIT GROWERS REPRESENTED AT REGIONAL AND NATIONAL MEETINGS

The year 1940 will go down as a turning point in the national apple-producing industry. It marks a change in the sectional feeling that has existed among growers. Of course, we cannot ever expect all sections to see the problem the same way, nor can we set exact standards for production and marketing of apples from the various sections. However, some real progress is being made in apple advertising, and in time, possibly the problems of the lower-grade fruit, by-products, and package standards will be worked down to a point where quality and uniformity of the product will result, no matter where the fruit is grown.

National Apple Institute—On April 17 and 18, the National Apple Institute met at Rochester, N. Y., and the regional advertising units of the various sections of the country met to exchange ideas. The main thought uppermost in the minds of all present, was to advertise apples and to place quality first. Eight regional units were represented. National chain stores, independent grocers, voluntary "chains" and supermarkets sent their big men to tell the advertising units that grocers want to handle apples, and gave suggestions to the growers regarding what the market wants, and how growers can improve their marketing methods.

First, let's see what the advertising units reported of their efforts to market apples. Our own Appalachian Apples has issued a truckers' handbook showing truckers how to sell more fruit. Also apple cook-books; a recipe service reaching four million readers of daily papers; distribution of attractive lithographs for store use and an apple movie for general use; also other things too numerous to mention. Missouri Institute reported a heavy apple drop from storm but by enlisting services of the Extension Service at their state college a state program sold all of this dropped fruit at increased price and the supply even ran low. New Jersey Institute has begun a store service plan that is working out rather well in spite of handicaps. They doubled sales of apples in the selected stores in four weeks. The New York-New England Institute increased sales of apples in Boston and New York in spite of the glut season. In Maine, the business men were told of their relation to the fruit growers, and these men subscribed to a publicity campaign which moved practically the entire crop. Also, the chain stores were asked to set a minimum price. The result was $1.00 McIntosh in an 85c market. In Hudson Valley, the cold storage men paid ¼c per bushel for stored apples and distributed 81,000 booklets to public school cooking classes, on request—not just sent out freely. Ohio Apple Institute started with the grower, getting him to pack a better product. Storekeepers and consumers are told about the value of apples. Over 7,000 stores and 3,000 growers get monthly letters and the gas and electric companies run cooking schools on apple recipes. Stores and roadside stands

receive streamers for display use. Washington State Apple Commission is supported by a state advertising tax, and has very greatly increased apple consumption within the state, as well as nationally. They hope for an increase in advertising tax, this year. They are also working with the cheese and walnut producers in combined apple recipes, in advertising. The National Apple Institute hopes to get an apple-feeding program worked out, this year, with children as subjects.

Anyone attending the meeting would have been impressed with the fact that there is little competition between the regional advertising plans, and there is certainly a common feeling that apples have a lot of room in the markets, and in the diet, if we can convince the public of that fact.

There were many other high-lights in the meeting. Dr. F. A. Harper of Cornell University stated that comparing price levels, due to variations in crop, and in other trades conditions, and comparing these with the building cycle, apple prices should rise during the next few years. War may affect this condition, however. Mr. R. G. Phillips of International Apple Association told of the export decrease in apple, of 72.6% and told growers to keep poor stock off the market, standardize their product, and lauded the trade agreements, stating that the United States should avoid international economic war, and be ready to resume pleasant trade relations after the present war.

There were demonstrations of a small apple juicer machine for soda fountains, in which juice and pomace were delivered from the machine.

Various kinds of apple candy were shown, and Dr. J. J. Wallaman of Eastern By-Products Regional Laboratory outlined the apple research to be conducted in the laboratory. Research will include such problems as: apple juice concentrates by freezing, heat, and enzyme action. Manufacture of apple syrup, apple bread; use of wax from apple skins; prevention of discoloring of sliced apples for pie manufacture; technical uses for pectin and pectin derivatives.

Apple juices of various types were displayed, discussed, and tasted. Some good juices are now being developed and sold, but there is a wide variation in quality that is not helping the marketing of this product. Some moves are being made to work out standards that may help the situation especially if these standards can be included in the Food and Drug Law, at some later time.

Mr. Porter R. Taylor, Chief, General Crops Section, Agricultural Adjustment Administration, told the convention that we can't depend upon "survival of the fittest" as that is a slow process, and growers need group action to solve the present production problem. Marketing methods have changed, and the dealer, not the grower, is the factor. Apples are not as bad off as other tree fruits, but the fluctuation in crops is bad for the apple dealer. Growers should not store over 30 million bushels, as storage has not been profitable for several years, until this year, in spite of the large citrus crop. There are 1 million No. 2 cans of apple juice produced per year. Early apples stored too long, are competing with fall varieties Markets are glutted with poor stuff early in the season, and sales lag. Probably the No. 1 stock could supply the entire market demand. Possibly the Apple and Pear Export act might be extended to cover interstate apple shipments, and marketing agreements, if adopted would help in the cleanup. The Federal Surplus Commodities Corporation purchased 9,400,000 bushels of apples including about 90 varieties, averaging about 1.1 bushels of apples

per relief family. We need cheaper packing, storage and marketing costs, with consumer packages delivering fresher fruit, and an adjustment of retail price margins. Canning stock makes little money for the grower, but relieves the fresh supply. The apples in a No. 2 can cost the canner about ½ cent. Possibly the canned apple outlet could be limited just as the milk men limited their surplus outlet. We need far less apple trees. Fresh fruit is the growers' only profitable market, and it costs 20c to 40c per bushel to produce, up to time of picking. National or regional grower groups to coordinate the industry and more information to growers regarding supply, demand, markets, etc., are a need of the apple growing industry.

National Apple Planning Committee—Following the meeting of the International Apple Institute, the National Apple Planning Committee opened their meeting of growers and others interested in the industry. Twenty-two states were represented. Cull apples were given first consideration. After discussion, a motion was made to keep apples below Utility from interstate trade, unless for by-products use. Vote was tied. Then it was moved to allow states to enter Federal Marketing Agreement to regulate movement of fruit in glut seasons. Carried by one vote. Then moved that Unclassified grade be eliminated, each State to regulate marking of grade to established State or Federal standard, including marking of culls as such, even when displayed for sale. Motion carried with 3 dissenting votes.

Several suggestions came during the full discussion of marginal or surplus tree removal. In order to receive Federal help in tree removal, it must be shown that trees are soil-depleting; are a misuse of land; that removal won't cause fruit shortage; that trees won't "go out" fast enough and must be removed. W. P. A. labor was considered as a possibility in removal. It was suggested that F. S. C. C. purchases of odd varieties would be stopped, thus forcing out such trees. A committee composed of Dutton (Ohio), Chandler (Massachusetts), H. Miller (West Virginia), and Wooster (N. Y.) was appointed to work out a proposal to be submitted to various State Conservation Committees as a means of having marginal tree removal included in the Agricultural Control Program of the individual states. This will call for work by the various Horticultural Societies, state planning committees and individual growers. This plan will be given due publicity among growers.

Again, let us repeat, the meeting of these two groups shows hopeful cooperation among growers in solution of their common problems. The advertising units are struggling along, in most states, with a group of loyal supporters, and slowly, but consistently these units are working out some valuable ideas and contacts that are making for better apple marketing. It is up to the grower as to what sort of product he is going to put on the market to increase the demand and popularity of the apple.

Package Standards Committee—And here's another report, having to do with *apple packages.* The bushel basket and about 17 odd types of boxes are carrying our apples to market. We have abused the bushel basket by jamming about 1¼ bushels of apples into it. Some Eastern sections are packing a Western type bushel box by wrap and count. Various sections have their own ideas of the face and fill or jumble-pack box. A few years ago, the bushel and 1 1/5 bushel boxes were adopted as standards. Still the various sizes persisted and box manufacturers were dizzy, trying to make up

all sorts of dimensions in boxes. Last winter, the Horticultural Societies in Pennsylvania, Virginia, New Jersey, West Virginia and Maryland appointed box committees hoping to work out a solution to the box problem. These committees did fine work, and then met at Washington April 15, with box and basket men, and after getting some better ideas together, called a larger meeting in Harrisburg, Pa., on April 30 inviting New England, and Ohio to attend, and also calling in railroad tariff men, manufacturers and package association representatives. Fourteen states were represented. The basket men were anxious to cooperate in reducing over-filling abuse of the basket. About 5 pounds of apples can be added per basket in the cover-space of crowned lids, and even more by over-filling.

After discussion, the following motions were passed:

"This conference requests the basket manufacturers to work actively toward narrowing to the minimum the height of the cover-rim, and to shorten the wire handles of the basket, to reduce contents when packed to as near 1 1/16 bushel as is possible."

"The conference recommends that growers observe proper packing; that they take note of the injury to the industry and to the apples resulting from over-crowding the package; that growers strive to reach a fair uniformity in content between the basket and the two types of boxes."

The National Wooden Box Association displayed a lot of boxes, but submitted for consideration the 1 bushel, 1 1/16 bushel and 1 1/8 bushel box each in 2 different dimensions. The bushel box for tight, bulge, "place" pack was adopted. There was long discussion of the 1 1/8 bushel, Maryland holding out for the 1 1/16 bushel box as it was shown by demonstration pack, that the apples from a packed bushel box, filled the 1 1/16 box, jumble-packed, and also these sample apples filled a bushel basket properly packed. However, since several delegates had been instructed to vote for the 1 1/8 bushel box, the 1 1/16 bushel box was not considered for the present time. The 1 1/8 bushel box was recommended for use *only* for jumble or face and fill pack. During the meeting, the so-called Berks-Lehigh box and the New York box, both 1 1/8 bushel capacity were changed slightly, making a box of one set of dimensions instead of two different boxes. The new 1 1/8 bushel box is 11 1/8 x 13 5/8 x 16 inches (2425 cu. in.). The present box adopted by the Virginia Horticultural Society, 11 x 13 x 17 inches (2431 cu. in.) is also to be used (1 1/8 bus.). It was agreed that the 1 1/8 bushel box is to contain in face-and-fill pack, approximately the same amount of apples as the tightly-packed Northwestern bushel box. It was agreed to ask that 1 1/8 bushel pack be included in the Somers Bill, HR 5530, now pending before Congress. Maryland opposed this motion.

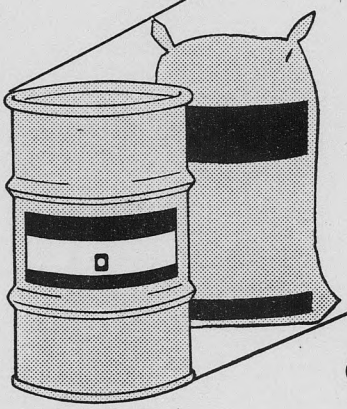
A bushel of apples is the quantity necessary to jumble-fill, level full after being well shaken, a container holding 2150.42 cu. in. according to an interpretation of Mr. L. C. Carey of U. S. Department of Agriculture. A bushel basket level full is a bushel.

Maryland was represented at Rochester by J. A. Cohill and A. F. Vierheller; at Washington by R. S. Dillon, Jr., E. D. McCain, and A. F. Vierheller, and at Harrisburg by R. S. Dillon, Jr., A. Lee Schrader and A. F. Vierheller.

Tree Removal Committee—For speedy action, the Tree Removal Committee of the National Industry Planning Committee composed of C. E.

— FOLLOW THE "O R T H O" BALANCED SPRAY PROGRAM —

WHEN you see the "ORTHO" Scientific Man or the "ORTHO" name on bag, box or drum, it is your assurance of a good product backed by good service . . .



SPRAY
CODLING MOTH
WITH

ORTHOL-K Summer Oil Spray

• THE "ORTHO" Balanced Spray Program calls for several cover sprays against the first brood with this combination:

"ORTHOL-K", 3 quarts (kills the eggs)
ORTHO Standard Lead Arsenate, 3 lbs. (kills larvae)
ORTHEX Spreader-Adhesive, 1 pt. (builds cover)
Water, 100 gallons

Use this combination as soon as you can follow sulfur safely. And do not use substitutes. These "ORTHO" materials work well together and are the preferred materials for first brood spraying.

Write for the "ORTHO" Balanced Spray Chart

CALIFORNIA SPRAY-CHEMICAL CORPORATION

"The ORTHO Company"

Richmond, California **Elizabeth, New Jersey**

THE WORLD'S LARGEST MANUFACTURERS OF AGRICULTURAL SPRAYS

Dutton, Ohio; H. W. Miller, W. Va.; C. G. Wooster, N. Y.; and John Chandler, Mass., deserve special mention. Appointed at Rochester, N. Y., on April 18th, they met with A. A. A. officials in Washington on May 8, and the Cumberland-Shenandoah committee met with Mr. Miller at Martinsburg, W. Va., May 11. At the Washington meeting on May 8, the regional directors of A. A. A. had been called in, and all sections of the country were represented. The committee recommended to the several State A. A. A. committees and the fruit-growers' organizations of the States, the following plans:

First, that there be a practice payment provided for the removal of marginal apple trees in the 1941 program, as follows: "Upon prior approval of the county committee, removal of live apple trees, the major production of which is fruit of inferior quality. Credit to be given only for removal of permanent trees 12 inches or more in circumference 1 foot above the ground. No credit for removal of semi-permanent or filler trees. Not more than $15 per acre may be earned under this practice.

1/3 unit per tree for trees more than 36 inches in circumference (about 12 inches diameter)—$.50 per tree.

1/5 unit per tree for other trees—$.30 per tree."

A unit is $1.50. The Martinsburg meeting, representing West Virginia, Pennsylvania, Virginia, and Maryland moved to increase the acre payment to $20.00 per acre, as it actually costs about $26.00 per acre for removal. It was also moved to increase the allowance to $.75 per tree for trees over 12 inches in diameter, and $.50 per tree for smaller trees. An additional plan to take some of the soil improvement payments to add to this fund, was voted down; as the present soil conservation plan is working well, and would cause confusion if changed. The adopted plan will be submitted to the officers and executive committees of the several State Horticultural Societies, then will go back for further consideration and adoption, if satisfactory. It must be remembered that these plans are only suggested, and there is a lot of work to be done before they are final and ready for actual operation. Any growers who have trees to be removed, and who can do this work, had better not wait for this new plan.

Maryland was represented at Martinsburg by W. T. Delaplaine, A. Lee Schrader and A. F. Vierheller. Mr. J. A. Cohill, State Chairman, was unable to attend due to illness.

MARYLAND'S APPLE BLOSSOM FESTIVAL PRINCESS

Miss Jane Allen, daughter of Mr. W. Lee Allen, Salisbury, was appointed princess to represent Maryland State Horticultural Society at the Apple Blossom Festival, Winchester, Virginia, on May 2nd and 3rd. Miss Allen comes from a family of Maryland's pioneer fruit growers, and is also the first princess to represent the Eastern Shore at the Festival. The Society is proud in having had this charming young lady as its representative.

The lady walked into the judge's office and inquired—"Are you the judge of reprobates?"

"I am Judge of Probate."

"Well, my husband died detested and left several little infidels, and I want to be their executioner."

APPLE EXPORTS GREATLY REDUCED

In "Fruit Flashes," May 2, 1940, issued by Office of Foreign Agricultural Relations U. S. Department of Agriculture it is reported:

"Exports of fresh apples from the United States during the 9-month period, July to March 1939-40, amounted to 3,014,000 bushels, or about a 72 percent decline compared with exports during the same period last season. Shipments to European countries, which account for most of the decline, totaled only 1,891,000 bushels or about 19 percent of the movement in 1938-39. Exports to countries outside Europe were almost as heavy as last season's volume.

The severe reduction in exports to Europe is directly the result of conditions arising out of the war, although heavy domestic crops contributed to the reduced exports to several importing countries.

Shipments to the United Kingdom, which took nearly 50 percent of exports during this period in 1938-39, were curtailed by the restriction on imports of American apples into Great Britain, put into effect on November 20.

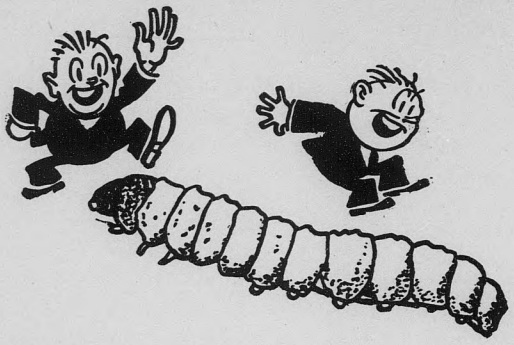
French imports were less than 1,000 bushels, as compared with nearly 900,000 bushels for the same months last year. Exports to European neutrals were affected by several factors, including belligerent blockades, higher shipping costs and shipping risks, appreciation of the American dollar, the general uncertainty regarding the position of neutrals, and, in most cases, heavy local fruit crops."

PEACH BORER

In the April, 1940, News-Letter the directions for control of peach borer by spring treatment mentioned only ethylene-dichloride. As stated in the August-September, 1939, Maryland Fruit Grower, peach borer may also be controlled by use of para-di-chloro-benzene crystals dissolved in oil, and either sprayed or poured down the tree trunk the same as outlined in the ethylene-dichloride mixture. Para-di-chloro-benzene crystals dissolved in Scalecide may be purchased ready for dilution and use from B. G. Pratt, 50 Church Street, New York. This treatment has shown excellent results in thorough trials. We regret the over-sight is not mentioning this material in the April News-Letter.

WORN SPRAY NOZZLES

Spray injury is caused by several different things, working either together or separately. With high pressures, worn nozzles not only deliver a coarse spray, but complicate the whole matter by allowing the spray to hit the leaves and fruit with higher force, and also deliver too much spray material along with it. This may result in actual mechanical injury to the leaves and fruit, and also cause over-spraying with spray-burn as a result. Some growers report a saving of spray material with just as good control results by use of disks with smaller openings, and frequent changing of these disks. Actual trial by the grower will show which size nozzle will best fit his individual spray equipment. Mr. A. V. Krewatch, of the University of Maryland, Department of Agricultural Engineering, states that a spray disk in which the disk opening has been increased one-half by wear, will have two and one-fourth times the spray output capacity. The spray wasted in one day, through a worn disk will buy a lot of disks and may prevent a lot of injury.



Get the

JUMP

on the

Codling Moth

Spray with D-X and Arsenate of Lead

For the control of codling moth and certain other insects difficult to control, the addition of a small amount of D-X (1 to 600 or 800) to the arsenate of lead spray, does three important things,—

THREE FEATURES. **First,** the arsenate of lead is impregnated with pyrethrum and rotenone, giving it toxicity it did not have before. Immediate paralysis takes place when the codling moth comes in contact with the D-X combination or takes it in his mouth.

Second, the coating and buildup of the arsenate of lead is increased.

Third, many live moths in the trees are killed by contact with the spray.

FIRST CODLING MOTH SPRAYS. Where codling moth control is difficult, add 1 pint of D-X to the hundred gallons of arsenate of lead spray combination, in the first and/or second cover sprays, to lay down a coating which will be most effective. This also kills by contact many of the live moths which may be flying at this time, thus reducing egg laying.

MOST IMPORTANT SPRAY. Add 1½ pints of D-X to the hundred gallons of arsenate of lead spray, timed right at the peak of the hatch of the first brood larvae. This is most important, and the results are truly remarkable. Later applications of D-X and lead depend upon whether you have washing equipment or not.

OMIT LIME. Use your regular scab fungicide of lime sulfur, wettable sulfur, bordeaux, etc., in these sprays, but do not use lime as a lead safener. This is not because of incompatability, but because large masses of insoluble materials hinder contact with the insects. Simplest combination sprays are best.

OTHER INSECTS CONTROLLED. Remember that the D-X in the early cover sprays is also controlling any leaf hoppers, aphis, and other similar insects that you hit. Of course the best control of aphis, red bug, leaf roller, etc., is with the addition of D-X in the pre-blossom sprays.

Write for new literature containing full information and experience of other growers. Address Department "F"

B. G. PRATT COMPANY

Manufacturing Chemists

50 Church Street -:- New York, N. Y.